

# CHEMIST & DRUGGIST

INCORPORATING RETAIL CHEMIST

## especially for simple profits

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And now we're telling them  
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skin care products.  
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In the familiar brown  
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irritate sensitive skins.  
Just pure, gentle skin care.

Test marketing has shown  
that the products are right:  
the packs are right:  
and the price is right.



## Simple things simply sell

## Home brews

SPECIAL SUPPLEMENT

## Optimism after a 'bad year' for chemists

## Mr Van Oss resigns from Westons' board

## More drugs to go on General Sale List?

## Ghost seen in NPA building



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Bonjela. A kindness is always remembered.

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The  
3-minute  
smile



Reference: 1. Wieg., MH (1965). Journal New Jersey Dental Society 37,169. Further information is available from Lloyds Pharmaceuticals Ltd., Reckitt & Colman Pharmaceutical Division, Hull.

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# CHEMIST & DRUGGIST

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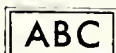
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26 August 1978

## COMMENT

### RPM last chance?

Since *C&D* first brought into the open in this column the threat to RPM occasioned by wholesalers' offers of "ethicals"-linked discount schemes ("In whose interest?" July 1) the problem has snowballed, with all the major wholesalers considering their positions. At least two have referred evidence of the discounts to manufacturers—who alone can enforce RPM on their products—and one of them, Unichem has estimated that they could lose £1m of "ethicals" sales in July and August because of the schemes (Unichem have already threatened to offer members "a competitive package" if manufacturers do not take action).

We can only restate the warnings we gave on July 1 about the consequences of a wholesaler price war: service would decline, credit periods be reduced and the discounts would eventually be "clawed back" by the Department of Health. A hopeful sign is that Unichem are receiving a positive response from sections of the industry (p312). But our final Comment paragraph remains valid: "Should manufacturers fail to take effective action and pharmacists continue to support discounting of 'ethicals', then the flood gates will open and it is some of those very pharmacists who will be washed away". Soon it will be too late for action.

### GSL criteria

The latest list of the proposed additions to the General Sale List (p314) must add fuel to the suspicion that the List is not being used in the way envisaged when the Medicines Act was being formulated. To take just a few examples of products which will be included in Schedule 1 to the List (that is, holding full licences): Double strength ammonia and ipecacuanha mixture; Asilone for infants; Baritop effervescent tablets (used in the radiography of the gastro-intestinal tract); chlorhexidine bladder wash; Comploment tablets Gaviscon, K-Contin tablets.

The above appear to be some of the more difficult of the proposed additions to correlate with the original purposes of the Act in which the definition for GSL products is that they should be ones which can "with reasonable safety be sold or supplied otherwise than or under the supervision of a pharmacist". When in 1973 the Medicines Commission first put its proposals for the List to the Ministers, it took its lead from the original White Paper "Forthcoming Legislation on the Safety, Quality and Description of Drugs and Medicines", presented to Parliament in 1967. This said that the General Sale List would comprise products "where the hazard to health, the risk of misuse or the need to take special precaution in handling is small and where wider sale would be convenient to the purchaser". This the Commission regarded as an appropriate elaboration of the expression "with reasonable safety".

However, the White Paper said in an earlier paragraph: "It is time the law began . . . to reflect the fact that drugs and medicines are not ordinary commodities and except for defined ranges *that are suitable for self-medication by the public* or for use by owners of animals should be sold only at premises where a pharmacist is in charge or by a doctor, dentist or veterinarian" (our italics).

The current proposals do, of course, avoid some of the anomalies arising through similar formulations with licences of right being GSL by virtue of schedule 3 to the List. But we suspect that products made GSL with full licences may prove difficult to remove at a later stage. Surely the aim should be to have in the human-use List *only* products which are intended, formulated and labelled for self-medication.



# Improvements after chemists' bad year

Last year was a particularly difficult one for chemists, concludes a *Nielsen Researcher* report on "Chemists' trading in 1977," but there are signs of an improvement in 1978.

Between 1976 and 1977 chemists' total turnover (excluding Boots) increased by £127 million to £962m, a gain of 15.2 per cent. In both absolute and percentage terms this increase was smaller than that recorded between 1975 and 1976. The figures include NHS business which grew by 22 per cent and over-the-counter trading by 7 per cent.

For the second year running the rate of increase in NHS business was three times that of any improvement in OTC sales, and the NHS share of total chemist trading was 58.2 per cent over the year as a whole. In 1976 total turnover gain was 21.9 per cent, OTC sales gained 10 per cent and NHS business 33.8 per cent. The latest figures available—for the first four months of 1978—indicate that counter turnover at £126.8m is 14.6 per cent up on the corresponding year ago figures (£110.6m) and NHS turnover at £209.9m is 25.2 per cent up. The latter now accounts for 62.3 per cent of the total.

Although last year's counter turnover gain of 7 per cent "must give cause for concern" when the increase in retail prices generally was 15.8 per cent, the report says that the 1978 figures suggest that chemists shared in the upsurge in retail trading earlier this year. Chemists overall business was then showing a "healthy" 21 per cent gain over 1977.

## NHS expansion due to costs

The Nielsen estimates indicate that prescriptions dispensed in 1977 were no higher than the year before, so that the expansion in NHS share was a result of a 22 per cent increase in the average cost of a prescription (£1.83). In the first quarter of 1978 the average number of prescriptions increased by 4 per cent.

A breakdown of the trend by pharmacy type shows that the multiples (excluding Boots) gained 14.4 per cent in total turnover (NHS 23.1 per cent, counter 7.4 per cent) and independents gained 15.3 per cent (NHS 21.8 per cent, counter 6.8 per cent).

The report comments that while experimentation with different product ranges is probably essential to boost OTC trading, radical changes are not recommended. For example, when sales from grocers and chemists were compared, the latter increased their share of the combined sales of first aid dressings, indigestion remedies, oral analgesics and stomach upset remedies both between 1975 and 1976 (60.9 per cent share on value basis) and between 1976 and 1977 (62.3 per cent share). But grocers gained

shares (to 55.6 per cent) of combined sales of a group of 12 product classes comprising men's hairdressing, razor blades, hair setting agents, shampoos, sanpro, aerosol shaving preparations, nappy liners, disposable nappies, bath preparations, deodorants, toothpastes and hand preparations. This overall loss for chemists was influenced by their performance in deodorants sanpro, razor blades and hair setting agents; chemists' performance in toothpaste, shampoos and aerosol preparations kept pace with grocers', and chemists' shares increased in the remaining categories.

The report concludes that competition from grocers continues to be in large mass markets subjected to heavy sales promotion and possibly price cutting, whereas chemists' performance is much better in the medicinal area and in some small and medium sized categories.

□ A one in three sample census of drug stores earlier this year, carried out by A. C. Nielsen Co Ltd, suggests that these outlets have declined at a rate similar to pharmacies since 1971. Preliminary results revealed a total of 1,200.

## Complaints treated informally first

The department of Health is proposing that an informal procedure for dealing with complaints from patients should be extended to pharmacists.

The procedure is already used by many Family Practitioner Committees in relation to medical complaints. It allows doctors to give their consent before a complaint is referred to the service committee, enabling patient and doctor to settle their differences before resorting to the formal procedure. Its aims are to re-establish good relations between the parties while not depriving complainants of their right to pursue formally a possible breach in the terms of service.

In September 1976 the Department issued a consultation paper asking for comments on proposed changes to the service committee procedures; about 180 bodies commented. Other proposals are:

□ Each region should have a panel (of say, three) legally qualified chairmen appointed by the Lord Chancellor on which individual FPCs would draw for their service committee meetings; the chairman should have the same voting rights as the other members of the committee as well as a casting vote where necessary.

□ Service committees should be reduced from seven to five members (including the chairman). One professional and one lay member only should be members of the FPC concerned.

□ The role of clerk to the service committee should continue to be carried out

by FPC administrators, who should act as counsellors to those wishing to make a complaint while maintaining impartiality during the proceedings.

□ Either party may be represented at a hearing provided that their representative is not paid by them for this purpose. A party could be represented, for example, by his MP, local professional committee or by a lawyer unpaid by him.

□ Service committees should have power to order the production of case notes in appropriate cases, giving complainants a chance to examine them.

□ The existing time limits for making a complaint should be re-examined with a view to extending them to six months.

□ Oral complaints should be allowed provided that they are made in person, that they are recorded by an officer of the FPC and that the record is signed by the complainant.

□ Complaints should be deemed to be properly lodged if they are received by health authorities, CHCs or the Secretary of State and should be transferred by those bodies direct to the FPC concerned.

□ The present arrangements relating to oral hearings on appeal should continue. However, Ministers have proposed that service committees should give all complainants an oral hearing if they so wish, unless their complaint is decided by the chairman to be either clearly "frivolous or vexatious" or not to allege a breach in the terms of service. The latter kind of complaint should in general be dealt with under the informal procedure above.

□ Leaflets about the service committee procedure should be issued to the public.

A Department of Health spokesman was unable to say when the proposals would be implemented, as comments from the relevant organisations were still being considered.

## Makers pledge their support for RPM

Manufacturers of "ethicals" seem to be responding positively to questions concerning their determination to uphold RPM. Unichem, who have provided some companies with details of alleged discounts now being given by competitors, told *C&D* this week that they have "strong evidence" that the majority are intending to take prompt and positive action against wholesalers who break RPM. The spokesman added "so long as there are indications that their actions will prove effective, Unichem are prepared to defer making any decision on their own future policy."

Mr D. P. Mulholland, MPS, managing director of Portsmouth wholesaler, Graham Tatford & Co Ltd, has also written to several manufacturers in an attempt to engender action to support RPM. On Tuesday as *C&D* went to press only two had acknowledged receipt of his letter.

Another pharmacist, Mr A. M. Trinder of Clegg & Son Chemists (Wantage) Ltd, had received four replies to a similar letter, (*C&D*, August 12, p241), each suggesting that the manufacturer was taking some action. [Comment, p311].



# Westons' m.d. resigns over Enterprise link

Mr Peter Van Oss has resigned as managing director of Westons Chemists UK. Three other directors, Mr A. Davenport, Mr B. Daltrey and Mr J. M. Whittam MPS, have also left the board of Westons. Mr J. Canning, MPS, chairman of Dixons pharmaceutical division, has been appointed chairman and managing director of Westons.

A statement issued this week by Dixons Photographic says that these changes in the directorate of its subsidiary companies, Barclay and Sons Ltd and Westons Chemists UK Ltd, are consequent upon the reorganisation of its pharmaceutical division and the acquisition of Branded Goods Wholesale Ltd, and its subsidiary company D. W. B. (Enterprise Marketing) Ltd. Mr David Ward-Best, managing director of Branded Goods has joined the board of Barclays.

Mr Van Oss, who spent many years with Boots, moved to Westons from the position of deputy managing director of Max Factor in October 1977. He is at present holidaying in Scotland.

## NCC wants stronger Resale Prices Act

The National Consumer Council wants the Resale Prices Act 1976 to be strengthened to prevent minimum advertised prices and for unregistered restrictive agreements to be made an offence, even if they are subsequently upheld by the Court.

In a submission document to the review of restrictive trade practices legislation NCC says the penalties for failing to register are wholly inadequate and in some cases prove a disincentive when compared to the financial benefits of agreements. Under EEC legislation agreements cannot be considered for exemption unless notified within prescribed time limits; in the UK agreements can be concealed yet enjoy the full benefits of the law, NCC complains. Collusive tendering should be prohibited *per se* and consideration should be given to covering all price fixing agreements by prohibition. Another suggestion from NCC is for legislation to allow consumer organisations to take civil action on behalf of consumer groups who have suffered loss because of unregistered restrictive agreements. The director general of Fair Trading should have strengthened investigative capacity by powers to enter premises and seize documents. However NCC would want those powers qualified to ensure individual liberties were not infringed. NCC argues that no significant adverse comment has been occasioned by similar local authority traders' powers under the Trade Descriptions Act 1968.

On professions, the document says that automatic exemption of a wide

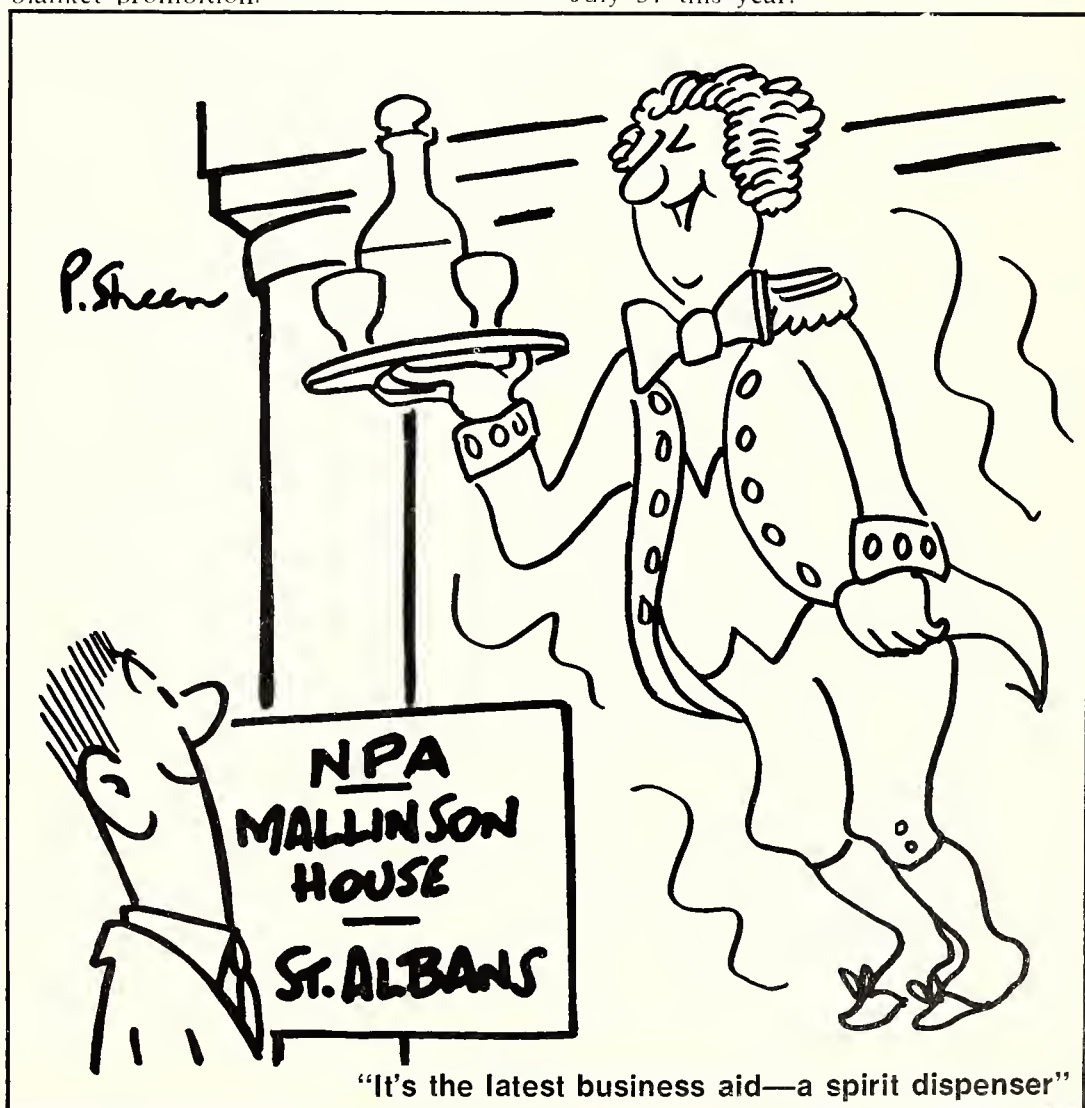
range of professional services from the scope of restrictive practices legislation should not continue. NCC's anxiety has been heightened, it says, by the determined way in which many professional bodies protect their members both from competition and from attempts to examine the efficiency of their services.

The Resale Prices Act is working well, in general, and prohibition of resale price maintenance is in the best interests of consumers, says NCC. The increasing use of minimum advertised prices as a "device for introducing a shadow version of resale price maintenance" is of concern, however. Despite mention of the practice in photographic trading in the director general's annual report it has not been brought under control. There has been no test case before the Court to decide if the upholding of MAPs is within the scope of the RPA. NCC therefore considers the RPA should be strengthened to prevent manufacturers from using MAPs to re-establish RPM. The document concludes with the hope that the Government will find alternative legislation to control the practice of setting unrealistically high recommended prices. NCC says one way would be to extend the RPA to prohibit recommended retail prices or using them in advertising. NCC points out however that it cannot say that the consumer interest would necessarily be served by blanket prohibition.

## Tim Astill sees ghost in new NPA building

The new National Pharmaceutical Association headquarters in St Albans appear to be haunted. No less a person than deputy secretary, Tim Astill, on two occasions has seen a figure dressed in dark coat with shiny buttons and what could be white hair, a wig or a white cap. He has been told by workmen (after his first sighting) that the house is reputed locally to be haunted; a butler is said to have hanged himself in the cellars at the end of the 19th century.

Mr Astill, who said he had been nowhere near spirits of another kind at the time, had been patrolling the building at night in search of possible intruders. The building was semi-derelict when Mr Astill noticed the figure at an upstairs window and went to investigate. When he found nobody or any signs of disturbance he assumed an intruder had quickly escaped. On the second occasion a few months later he saw the same figure at the same window at the same time of night. The building by then was locked and secure but Mr Astill could find nobody on the premises. Local research has failed to reveal any factual information to confirm the hanged butler story. Other NPA staff were amused rather than worried at the thought of a haunted building and Mr Astill says he would much like to talk to the ghost "He would have quite a tale to tell". The NPA began to occupy the building from July 31 this year.



"It's the latest business aid—a spirit dispenser"



# Proposed additions to General Sale List

The Department of Health is asking for comments on proposed amendments to the Medicines (General Sale List) Order 1977 (SI 1977 No 2129) which came into effect on February 1.

It is proposed that an amending Order will be made towards the end of the year, to come into operation early 1979. Some of the suggested additions are medicinal products now on the market and for which a product licence has been granted since February 1 to include a provision that "the method of sale or supply may be otherwise than by or under the supervision of a pharmacist." Many other products similarly licensed could be added to schedule 1 if the Department knew they were on the market and information on such products would be welcomed.

Comments on the proposals should be sent to room 308, Department of Health, Finsbury Square House, 33 Finsbury Square, London EC2A 1PP, or if they relate to veterinary medicines to the animal health division, room 6D, Ministry of Agriculture, Fisheries and Food, Government Buildings, Garrison Lane, Chessington, Surrey. References to products should include the name and licence number, and comments should be received by October 6.

## Additions to schedule 1

The following medicinal products for human use are proposed additions to schedule 1:

Actal suspension; Adexol vitamin drops; Agiolax granules; Alcos-anal ointment suppositories; Allbee 550 C and elixir; Altacite Plus suspension tablets; Altacite suspension tablets; Alu-cap; Aminogran food supplement; ammonia and ipecacuanha mixture double strength; Andursil suspension tablets; Antidiar; Askit Hot Lemon (10 dosage units per package); Asilone for infants; Asilone gel; aspirin tablets (product licence number 0010/0020, 25 dosage units per container); Baritop effervescent tablets; BC 500; Betadine alcoholic solution, antiseptic paint, solution, gargle, surgical scrub; Biethium sterile absorbable ox fibrin prosthesis; Bio-Strath artichoke, chamomile, liquorice, thyme, valerian and willow formulas; bronchial cough mixture (licence 0014/0109).

Calmurid solution; Calomutrin; Camel antiseptic (aqueous solution); Centurion vitamin C pastilles; Cherish toothpaste; chilblain cream (licence 0014/0132); chorhexidine bladder wash T179; Colgate dental cream and Fluor dental cream; Complement tablets; compound thiamine tablets BPC (yellow); Corsodyl mouthwash.

DDD pre-injection swabs; Diloran suspension tablets; Disadine DP (dry powder spray); disclosing tablets (licence 0522/0006); Dispray 1 Quick Prep; Dispray 3 Skin Prep Red; Dubam spray relief; dyspepsia tablets (licence 0014/0131); eczema ointment (licence 1713/0002); Emko contraceptive foam; En-de-kay C red disclosing tablets.

Floradix tablets; Fybogel; Galloway's honey and lemon cough syrup; Gastrils; Gaviscon liquid tablets; glycine solution 15 per cent; Hexopal suspension; Hibiscrub; Inolaxine granules; Izal antiseptic; K-Contin tablets; Kamillosan ointment; Kay-Cee-L-liquid.

Lemon and honey Zubes; lemon Fno; lubricating gel (licence 0201/0034); Maalox Plus suspension tablets; magnesium hydroxide mixture (licence 0531/0005); medicated Face-savers; medicated foot spray (licence 0014/0160); Medicoal; Meroacet solution; Mrs Cullens Lem-clear (10 dosage units per container).

Nataderm; Norvis syrup; Norvol suspension; Opas powder.

Paracetamol tablets BP 500 mg (licence 1360/0004,

25 dosage units per container); Ralgex embrocation; Redoxon effervescent tablets 1 g; Robb liniment; Rosmax multivitamins capsules.

Sarvil C; Sastid gel; Savlodil; soluble paracetamol tablets (licence 0014/0132, 25 dosage units per container); solution cetrimide BP sachets of 1 per cent; sterile alcohol wipes (licence 2910/0002); sterile distilled water (pyrogen free) (licence 3473/0001); Street's cough mixture; strong compound thiamine tablets BPC (licence 2848/5923); Stuart silicone protective; Stuart tinct benz co spray; Syn-ergel; Tarzan liniment, Tums.

Ultra throat lozenges; Unguentum Merck; Vicks double action medicated lozenges; vitamin C tablets 50 mg (licence 0469/0004), 100 mg (licence 0469/0005), 200 mg (licence 0469/0006), 500 mg (licence 0469/0007); Wakee-wakee tablets.

The following are proposed additions to schedule 2, veterinary drugs:

Animal garlic tablets (licence 0866/4005); Beecham calf scour formula; Bisma Calna cream (veterinary); Boots dog shampoo; cleansing herbs (licence 0866/4012); Damiana and Kola tablets; Duolyte; Frytex acute eczema ointment; garlic and fenugreek herb tablets no 68; Harkers formula H56; Tibitex teat dip; Ion-aid; kelp bladderwrack tablets no 69; kelpware malted kelp tablets; mixed vegetables herb tablets (licence 0866/4006); natural herb tablets (licence 0866/4004); Petercraft flea collar for cats, flea and tick collar for dogs, raspberry leaf tablets (licence 0866/4011); ready to use iodine-glycerine teat dip; sculleap and valerian tablets (licence 0866/4010); Secto dog and cat flea powder, insecticidal dog flea collar; Sergeant's flea collar for cats; teat and udder cream (licence 0014/4059); Udsal; wheatgerm capsules (licence 0866/4008).

The following licence of right products for human use are to be added to table A (internal or external use), schedule 3 (MS means maximum strength, MDD maximum daily dose): Dichlorophenols (MS 1.0 per cent); monochlorophenols (MS 1.0 per cent); potassium hypophosphite; salicylamide powder (1.2 g MDD 7.5 g per container); salicylic acid (MS 0.06 per cent as antiseptic liquid, pastilles, lozenges, throat tablets only, MS 12.5 per cent as corn plasters and other preparations for treatment of corns, MS 3.0 per cent as dusting powder, MS 2.0 per cent as cream, ointment or gel, MS 0.5 per cent in the impregnating solution of medicated pads, MS 0.06 per cent as external antiseptic liquid and 0.05 per cent as liquids other than for treatment of corns and antiseptic liquid). Salicylic acid is deleted from table B (external use only).

The following licence of right veterinary drugs are to be added to table A (internal or external use), schedule 4:

Aminoacetic acid; cod-liver oil (fish liver oil); dextrose; precipitated sulphur BP; tocopherol; tocopheryl acid succinate. Glucose would be deleted.

In table B (external use only), lanolin and triclosan would be added and the entry for hexachlorophane would read MS 2 per cent soaps or shampoos only, 0.75 per cent for all preparations except those in aerosol dispensers, 0.1 per cent for preparations in aerosol dispensers.

The following are additions to schedule 5, automatic machines section:

Aspirin tablets (licence 0010/0020, 10 dosage units per container); Cherish toothpaste; Colgate dental cream and Fluor dental cream; Sensodyne toothpaste.

## Correction

Omission of the word "of" from our account of the proposed cosmetics Regulations (*C&D*, August 12, p245) could have been misleading. Mr John Fraser, Minister at the Department of Prices and Consumer Protection, should have been quoted as saying, "the details of the Regulations will stipulate that cosmetic products may not be formulated with any of more than 350 listed substances."

## Drug stores bite into toileteries

The three main conclusions to be drawn from the Cosmetics and Toiletries Survey covering the period from July 1977 to June 1978 are that 50 per cent of all women shampoo their hair twice a week or more; use of blushers and shaders has increased by 18 per cent in the past three years and usage of toothpastes and powders remains at a record 83 per cent.

The report, published by IPC Magazines Ltd, King's Reach Tower, Stamford Street, London SE1 9LS (£125.00), is based on a sample of 4,274 interviews among women aged 13 to 64. As usual one of the questions asked was where specific products were obtained. These figures reveal interesting movements with grocery outlets, including supermarkets, and drug stores continuing to gain sales at the chemists' expense in some areas.

For instance toothpaste sales may be at a record high, but 42 per cent of users last obtained their product from a grocer, while the chemists' total was 38 per cent—divided between Boots' share of 23 per cent and 15 per cent from "other" dispensing chemists. However, 64 per cent of women buy their sanpro products in chemists—Boots 37 per cent and "others" 28 per cent—while grocers have to be content with 20 per cent.

The figures for the drug stores or "marts" rise slowly from year to year—the last report recorded sales figures of 2 and 3 per cent, now they have risen to 4 and 5 per cent. Deodorant sales for instance are divided as follows—Boots 32 per cent, "other" chemists 19 per cent (total chemist sales 51 per cent), drug stores 5 per cent and grocers 20 per cent. 24 per cent of women buy their shampoo in a grocery outlet, 33 per cent in Boots, but only 19 per cent in an "other" chemist. Spot removers are bought mostly from a chemist—Boots have 39 per cent of sales, "other" chemists 38 and grocers only 3 per cent.

## Pyrogastrone dispute settled

The dispute between Reckitt & Colman pharmaceutical division and Sterling Winthrop over advertising material for Pyrogastrone (*C&D*, July 29, p194) was settled in the High Court on Tuesday. Mr Vivien Price, QC, for R&C told Mr Justice Browne-Wilkinson that the companies had come to terms. Sterling Winthrop had agreed not to include a test report comparing Pyrogastrone with "a Gaviscon-like" substance or refer to it in their advertising, marketing, or promotional activity except where there were existing advertising arrangements that could not be cancelled.

R&C had accused Sterling Winthrop of infringing the trade mark "Gaviscon" and sought an injunction to ban the test report being used. The report, published in America, was said by R&C to be false and damaging and a trade libel.



# UniChem MEANS

## SERVICE

We are totally committed to serving Independent Retail Pharmacists.

And we offer a very comprehensive service.

We are UniChem, Britain's largest Independent Pharmaceutical Wholesaler—totally owned by the independents we serve.

Together, we have achieved a great deal.

Together, we can achieve so much more.

**UniChem - THE MEANS  
TO AN END - YOUR SECURITY**





## Recommend new Hexilin to sore throat sufferers and you'll earn more than a smile.

New Hexilin Antiseptic Throat Lozenges are an effective treatment for sore throats.

They have been specially developed by Farley Health Products to bring fast, long lasting relief to the miseries of a sore throat.

You can stock, display and recommend them with confidence because each soothing lozenge contains DEQUALINIUM CHLORIDE.

This medically approved anti-bacterial agent prevents the growth of organisms which cause infections of the mouth and throat.

Hexilin is the only sore throat treatment that contains Dequalinium Chloride in the boiled sweet formulation your customers prefer.

Hexilin is sold exclusively through chemists.

Your Farley Health Products Representative will tell you how successful Hexilin has been in Southern test market and how you can profit from this success with Hexilin's generous introductory bonus and point of sale material that really helps you sell.

**HEXILIN**  
a new serious treatment for  
sore throats



Hexilin is a registered Trade Mark. Farley Health Products is a Glaxo Group Company.



## Impact of laws on small businesses

Government research into the impact of employment legislation on small firms has revealed that 7 of 301 employers (2 per cent) list employment legislation as the main difficulty in running their businesses. The survey of 301 firms employing fewer than 50 people was conducted by the Opinion Research Centre between March and May. Other findings are that 22 (7 per cent) referred to employment legislation when asked if any government measures had caused difficulties; 24 (8 per cent) volunteered that they were less likely to take on more staff when asked what effect unfair dismissal legislation has on recruitment. Later in the survey when asked directly, 71 (24 per cent) said they would have taken on more employees but for the legislation. However, earlier, 14 of the 71 had said no particular government measures caused them difficulty; 29 had indicated that no employment legislation provisions were affecting their business; and 56 did not find any particular piece of legislation troublesome when given a specific list which included unfair dismissal. When asked about the problems the legislation had caused on dismissals 25 of 301 (8 per cent) volunteered "can't get rid of people". That contrasts with 81 (27 per cent) who when asked directly said it was considerably more difficult to dismiss people.

A more detailed report is to be published after greater analysis. Because of the small size of the sample, the Department of Employment says it would not be correct to generalise the results to small firms generally. The Department intends to follow up with a more detailed survey including case studies.

### News in brief

□ The retail price index for July was 198.1 (January 1974=100), representing an increase of 0.5 per cent in June (197.2) and of 7.8 per cent on July 1977.

□ Boots are currently selling periodicals in certain pharmacies "purely as an experiment". About four shops are involved in Newcastle, Bradford, Leicester and Manchester. They are selling magazines such as *Punch* and *Readers Digest* and the more popular women's titles but not newspapers. The experiment is planned to continue until the end of the year.

### Deaths

**Kay:** After a short illness, on August 8, Mr David Ritchie Kay MPS, Flat 1, 1 Cambria Road, Devonpark, Auckland 9, New Zealand. Mr Kay, who qualified in 1928, formerly had a business at Duke Street, Leith, Scotland.

**Southon:** On August 15 at his home in Piltdown, Sussex, Mr Leslie Stephen Waterhouse, aged 77 years, formerly chairman of Southon Laboratories Ltd and member of Lloyds. No letters requested, but donations to Imperial Cancer Research Fund would be appreciated.

## TOPICAL REFLECTIONS

by Xrayser

### Helping patients

Did you read the article in last week's *C&D* about a survey of patients in Toronto which showed that only 26 per cent of them could remember the doctor's instructions when they arrived at the pharmacy? One imagines this assumes they all received instructions, which from my experience seems unlikely.

When I received a script (as I did today) for six items, all potent, for one patient, written by a receptionist, with all directions—"As before"—I tremble, and wonder at the casualness of the group practice administration which seems to be designed to "save the doctor" rather than the patient. Certainly it helps him avoid the drudgery of making sure the patient is receiving and taking correctly, drugs and treatment intended to maintain or improve health. Yet properly written directions should be given out with all dispensed prescriptions if we are to fulfil the unwritten part of our contract. I asked the patient how he took the tablets and he remembered five; the receptionist was not pleased, but did manage to turn up the record cards for the sixth. In cases where several items are entered I think we might consider supplying some form of chart to help the patient.

### More help?

As a relatively humane man, I find it impossible not to offer help when the disabled or incontinent ask me for advice or assistance. The pharmacist, written about in Comment last week—who apparently refuses a script because "he has no call for the products ordered"—is either lazy or a misfit in his profession. He certainly can be no thinker, for what is the request he did not accept, but the call he said he never had?

Having said that, let us think back on the service we have all tried to give at some time or other. Remember the patient who orders Inco pads and then will not pay for them? Or brings a script for the product which is not allowed. I am none too clear about what we should do when four months after a form was dispensed, it is returned "Not allowed" when our reading of the Tariff suggested it was. I had this happen recently for an item for which I had to make five telephone calls, one of them long distance, before I could obtain it. Then there was postage and, naturally, I had to deliver it on my way home. Even when the item is allowed, the Pricing Bureau may call for the invoice, resulting in several months delay in payment.

Again, some time ago I had a regular patient call, saying that he was having great difficulty in obtaining supplies of a particular brand of colostomy bag, seals and clips, and would I be willing to order 200 as his business took him abroad a lot and he had to be sure of supplies? He would bring me regular scripts for 50 to 100 at a time. Well, I did, and soon had a form for 20 from his wife who told me "That is all we need for the time being". Six weeks later another 20 were ordered, and then nothing. Eventually I wrote to the man and pointed out that he had asked me to help and that I had had to buy the goods he ordered. With very bad grace a script for 100 was brought in three weeks later and that was all. Where does that leave me? About £30 out of pocket.

Then, when we look at our stock of urine bags and colostomy materials we are forced to recognise that with case-needs altering, ordering in advance can be a risky business, whereas if we wait for scripts, there can be inexplicable out-of-stocks from makers as well as wholesalers, which leaves our patients badly placed and our reputations at zero. It wouldn't be so bad if there were enough profit in the transactions to cushion the odd losses, but the unit costs are so high that few shops can afford to hold stocks, while a dispensing fee of 8p is derisory, and will not even cover the cost of a phone call or a letter. The on-cost just isn't enough when the products need specialist handling and the market is limited. Grocery margins are for grocers who turn their low cost items 24 times a year.



# Our new packs make perfect guests.

# They're good-looking and they won't outstay their welcome.

You'll be pleased to give new look Tegrin Lotion and Cream and Tegrin Herbal a warm welcome. Especially now they look so bright and bold. And stocking both varieties means you can double your turnover because each variety appeals to different customers.

What's more, not content to rely on good-looks and an effective formula, Tegrin intends to stay in the public eye with a continuous heavy-weight national press advertising campaign upweighted throughout August, September and October in popular magazines like TV Times, Woman's Own, Cosmopolitan and many more.

Contact your Stafford-Miller representative for the special introductory bonus details. But prepare yourself to say a quick goodbye to Tegrin and be ready to re-order. With those looks, there's no way it's going to stay on the shelf for long.

**TEGRIN**  
MEDICATED SHAMPOO





# LETTERS

## Unichem—is it big business or not?

I feel I cannot allow to go without comment the suggestion made in Mr Hickson's letter (August 19) that Unichem is "big business". The society is certainly big in pharmaceutical wholesaling terms, along with other companies, but Unichem is certainly not "big business", as the term normally implies financial wheeling and dealing, city involvement and institutional shareholding. On the contrary, Unichem's shareholding is totally in the hands of independent retail pharmacists to whom a large share of the profits are distributed. Practising retail pharmacists represent the majority of the Unichem board, and also have a substantial "voice" on all the regional committees.

As we have publicly stated, on numerous occasions, Unichem respects the independence of its shareholder customers—while we obviously expect members to support their own wholesale organisation as keenly as possible, we accept that members use their discretion in using one or more alternative sources in order to ensure that they can give the best possible service to the public.

**Michael G. Frith**

Chairman, Unichem Ltd

## Not for sharing

We refer to the copy prescriptions in last week's *C&D* when Mr X was instructed to "share wife's" medication. We hope the doctor concerned was advised that it is *one* prescription for *one* person under his terms of service!

**Gerald M. Morris**

Bury, Lancs

## Guidance on supervision

It is unfortunate that such a strong editorial has appeared at the present time in the *Pharmaceutical Journal* on the question of "supervision" and "personal control" when the matter has not yet been resolved by the Pharmaceutical Society's Council and its Law and Ethics Committee so that guidance on all aspects can be given. Many members may be dismayed and not realise that the two terms mean different things. They have been put into the Medicines Act deliberately and are not, in the view of many, just an oversight leaving the pre-1968 position unaltered.

Ultimately the matter must be resolved by the courts but a number of lawyers specialising in pharmaceutical matters would disagree with the tenor of the editorial. Some retail pharmacy companies have already stated that, unless compelled by law, they do not intend to place themselves at a disadvantage as compared with the unqualified trader.

A full discussion of the legal, ethical and commercial points involved is not possible in a letter but the position must be fully discussed at some time and editorials in the society's journal giving a cachet that is misunderstood are not always helpful, because members generally do not realise that such editorials are not Council policy.

**C. C. Stevens**

Chester

## Thanks for 'after hours' service

The enclosed letter appeared in our local newspaper *The Huddersfield Examiner* on August 15. It is nice to see that the public appreciate the "after hours" service which has, in fact, been provided in this area for many years.

**E. P. Crabtree**

Huddersfield

The letter reads: "Through the medium of *The Examiner* I wonder if my husband and I could say a great thank you to three public spirited people who helped us last Sunday night.

"At 7 pm we had occasion to call out the emergency service doctor, who left us a prescription. It was long after the chemist's closing time, so I contacted the police. Within minutes I was told that the local chemist would give up his time for our needs by making up the required medication.

"Our little drama was not all that serious, just rather urgent, but three helpful, generous people gave up their time on our behalf. It restored our faith in human nature by bringing home to us the fact that people still do care." V. T. and B. Tomlinson, 74 Mill Moor Road, Meltham.

## FDA lists drugs for substitution under 'generic' laws

The US Food and Drug Administration is compiling a list of approved drugs comparable in therapeutic effect for states to use in generic drug programmes. New York State recently produced its own list to enforce its generic drug law. FDA is also developing a model law for states that do not already allow substitution of lower-priced equivalent drugs on prescriptions for branded products.

The FDA commissioner, Dr Donald Kennedy, says the assistance is being offered to reduce health care costs. FDA maintains that there is no widespread difference in quality among FDA approved drugs. Dr Kennedy says he has seen no defensive challenge to FDA's assertions.

Other areas of assistance to states are the limitation of drug prices paid by government departments; setting of standards to promote price advertising of prescription drugs; a Drug Regulation Reform Act, 1978, to promote generic prescribing (now before Congress).

## PSNC handling of W. Glam attacked

Hampshire Area Pharmaceutical Committee has written to the Pharmaceutical Services Negotiating Committee expressing concern at the latter's attempts to reverse the West Glamorgan LPC's decision to withhold the PSNC levy.

The Hampshire APC chairman, Mr M. J. Bassil, says that the function of an LPC is to administrate democratically on behalf of its electorate. If the PSNC felt the LPC had made an unwise decision, pressure for change should be imposed on the LPC and not on the electorate. Mr Bassil asks PSNC to consider carefully any action which could place contractors in conflict with their elected representatives.

Last week (p280) PSNC urged West Glamorgan to arrange a meeting of contractors by September 24 to instruct the LPC to pay the PSNC levy. No meeting had been arranged by the time *C&D* went to press this week.

## Employers urged to take on disabled

The Department of Employment expects a greater response from employers and unions in employing disabled people. Mr John Grant, Under Secretary for Employment, has said that a skilled and determined workforce is available and the Government would not allow the potential to be lost. For many years, he said, unemployment rates for registered disabled have been far higher than for the workforce in general. They had to contend with ignorance of their potential and misconceptions about the reactions of the able-bodied to having disabled workmates. The Government has implemented several schemes to encourage employment of the disabled,—including grants for employers, publicity campaigns, mobility allowances, and training services for rehabilitation. The 3 per cent employment quota scheme is to be reviewed to assess its relevance to today's circumstances.

## Video Arts in NI

A Video Arts training film preview and distribution centre has been established in Northern Ireland. The address is Lambeg Industrial Research Association, Research Institute, Lisburn. A viewing day is to be held in Belfast on September 27, at the Queen's University Film Theatre. The London office has moved to second floor, Dumbarton House, 68 Oxford Street, London W1N 9LA (telephone 01-637-7288).

## Health centre news

**Trent RHA** has put in an application to Barnsley Council for permission to build a health centre at Darton, Barnsley.

**Bradford AHA** has recently awarded a £171,000 building contract for a health centre at Silsden, near Keighley.



# COUNTERPOINTS

## Nicholas launch Matey shampoo for children



Nicholas Laboratories Ltd are launching a new addition to the Matey range: a specially formulated, extra mild, children's Matey shampoo. An initial burst of national television advertising for both the bubble bath and the new Matey shampoo will coincide with the launch. During this time a free sample sachet of the shampoo will be attached to supplies of the bubble bath and there will also be point-of-sale material to back up the promotion.

Explains marketing manager, John Alway: "The Matey shampoo bottle is an eye-catcher on shelf and a natural complement to his bubble bath brother. The bottle has the same instantly recognisable sailor face and cap, incorporating a flip-top to reduce wastage. Its slightly flattened oval shape in a lighter shade of blue distinguishes it from the bubble bath bottle clearly." The 150ml bottles (£0.54) come shrink-wrapped in cases of 12. *Nicholas Laboratories Ltd, 225 Bath Road, Slough, Berks SL1 4AU.*

## New squeeze pack for Body Mist

Body Mist is now available in a hand squeeze pack format with an increased fill of 40ml (£0.44). Introductory discounts will be available to the trade.

The squeeze pack has been redesigned with what the company describes as several important new consumer benefits, including the improved squeeze mechanism which delivers its contents in a fine mist overcoming the squeeze pack's common disadvantage of delivering too much product in an unregulated flow. The packs are also said to be designed for the better shelf standout and greater

consumer appeal. Bright shelf-edges are available for point of sale support. *Beecham Proprietaries, Beecham House, Great West Road, Brentford, Middlesex.*

## Glade promotions

Johnson Wax are offering packs of Glade Solid flashed 2p off for the next two months. Also benefiting from promotion now is Glade aerosol, which is offering 20 per cent more free product for the next two months. *Johnson Wax Ltd, personal care division, Frimley Green, Camberley, Surrey.*

## White Wizard clean

A new, all-purpose cleaner—White Wizard (£1.50)—has been launched onto the UK market. It comes in a margarine-sized tub and is both odourless and non-toxic.

White Wizard has been introduced here from America. It is said to clean virtually anything and to remove stains from all types of colour-fast fabrics and materials like Dralon, suede and silk. The company says that it can even cope with dried-in chewing gum and road tar stains. While it is normally used direct from the tub, White Wizard can be mixed with water for use as a carpet or upholstery shampoo. The cleaner is non-abrasive and non-flammable. *Distributors: Stephen McCornick and Co, 46 Darnick Road, Sutton Coldfield B73 6PF.*

## Potter's bonus

Potter & Clarke Ltd are offering the full range of Potter's pastilles on bonus until the end of September. Full details from the DeWitt representative. *Potter & Clarke Ltd, 415 Linpsfield Road, The Green, Warlingham, Surrey.*

## Sorbitol agents

R. W. Unwin & Co Ltd, Welwyn, have been appointed agents and distributors for the range of sorbitol and mannitol manufactured by Chemie Combinatie Amsterdam CCA, Gorinchem-Holland. *R. W. Unwin & Co Ltd, Prospect Place, Welwyn, Herts.*

## Bedtime fun!

Mandelle have conjured up some new hot waterbottle designs which are said to keep youngsters amused for hours. The television characters, Mr Men, created by cartoonist Roger Hargreaves, decorate the pink, blue or peach brushed nylon covers of the Mandelle Mr Men hot water bottles. The flap-over top which covers the screw stopper, is fastened with Velcro.

P. Jama Bear is a covered hot water

bottle and pyjama case in the form of a teddy bear. When the bottle is removed, the case, which is in a gold fur fabric, makes a puppet as well. For fans of Dr Who, Mandelle offer the space mate—a covered water bottle with a space-creature-shape cover in black and gold fur fabric. Space mate can also be used as a pyjama case.

Finally, from this new range comes panda—another covered hot water bottle, but when the bottle is removed it becomes a hand puppet. The cover is in black and white and opens along the base with the aid of Velcro fastening.

All Mandelle bottles (between £1.60 and 3.00) are individually tested before leaving the factory and are guaranteed. These children's styles also conform to British Safety Standards and British Toy Regulations. *Haffenden-Richborough Ltd, Sandwich, Kent.*

## ITT inquiries

ITT Photosales say that inquiries for the 110 camera with computer-linked shutter (last week, p290) should be referred to Mr Draper, ITT Photosales, 139a New Bond Street, London W1.

## Vick Sinex nose drops on test

Vick Sinex nose drops (£0.73) are to be on test market during 1978-9 in Lancashire, Anglia, Tyne Tees and Yorkshire. With the same active ingredients as the nasal spray and the same speed and duration of action, the drops are aimed at those consumers who will always prefer drops. The one-piece plastic dropper bottle incorporates a "dropper control". *Richardson-Merrell Ltd, 20 Queensmere, Slough, Berks SL1 1YY.*





# A NEW WAY TO MAKE MONEY

## THE NEW Tudor PHOTO BAR

### Designed to Increase your Turnover and Profits.

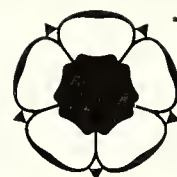
For further details please complete the coupon below and send to John Halliwell, Group Marketing Manager, Tudor Photographic Wholesale Ltd, 30-32 Oxgate Lane, London NW2.

- ☐ Please arrange for a Rep to call.  
☐ Please send me full details of all Tudor Products.

Name \_\_\_\_\_

Address \_\_\_\_\_

C&D PB 5



**Tudor**  
PHOTOGRAPHIC  
GROUP



# COUNTERPOINTS

## Chefaro Proprietaries offer free family planning bar



Shown above is the family planning bar which is available free of charge from Chefaro Proprietaries Ltd. This display unit provides space for Horizon sheaths, Durex, contraceptive creams and lubricating gels.

## Sleep easy with Breathe Easy

A new product from the manufacturers of Airbal air freshener is said to relieve stuffy noses and ease breathing while users sleep. The Airbal Breathe Easy (£0.75, refills £0.53) contains menthol (0.57 per cent), eucalyptus oil (11.4 per cent) and thymol (0.47 per cent). The disc contained within the ball releases its vapours into the room. The product is said to last for three weeks of night time use or 10 days of continuous use.

The product will be backed with two, three week bursts of national television

advertising—the first appearing in October and the second in February 1979. Point of sale material and other sales aids detail the message of the commercial—that Breathe Easy is “a safe and natural way to relieve stuffy noses while you sleep”. *Smith & Nephew Ltd, Bessemer Road, Welwyn Garden City, Herts AL7 1HF.*

## Hills bronchial pastille boost

Hill's bronchial balsam pastilles are to be supported by an advertising campaign running from November through to February. Frequent insertions will appear in the *Daily Mirror*, the *Sun*, *Daily Mail*, *Sunday People*, *Sunday Post* and *News of the World*. *Hill's Pharmaceuticals Ltd, Talbot Street, Briercliffe, Burnley, Lancs.*

## Heavier support for Vosene

Beecham Toiletries are continuing their series of on-pack promotions behind Vosene. Special Vosene packs will give consumers a double offer—a free tube of Macleans toothpaste—and a money-off Vosene coupon. To get their free tube of toothpaste, consumers send in tokens from any size of the special Vosene packs. Three tokens will entitle them to a free large size pack of Macleans freshmint or mildmint; four tokens to an economy pack; six tokens to a giant pack and in addition, all applicants will

receive a 10p coupon towards their next purchase of Vosene.

Over £750,000 will be spent on television from now to September and from December onwards, on a new theme “Ask more of Vosene”. This offer is supported by trade discounts and display material. *Beecham Proprietaries, Beecham House, Great West Road, Middlesex.*

## Dosage changes for Merrell products

The recent changes in legislation relating to dicyclomine hydrochloride dosage have created confusion among pharmacists, Merrell say. They are particularly concerned that their products containing dicyclomine hydrochloride should remain, wherever possible, available over the counter. Consequently they have changed the dosage recommendations so that no single dose of any of the following products will contain more than 10mg of dicyclomine hydrochloride BP and the daily dosage will not exceed 60mg. However, Merbentyl syrup dosage for infants should not exceed 40mg daily.

Therefore Merbentyl tablets and syrup, Kolanticon gel, Kolantyl gel and Kolantyl NV tablets with the above dosage recommendations will be designated Pharmacy Only. But Debendox tablets, with a dosage recommendation of 20mg at night as a single dose, is designated Prescription Only. *Merrell division, Richardson Merrell Ltd, 20 Queensmere, Slough, Berks.*

## Large Normison

Wyeth Laboratories have introduced a 1,000 pack of Normison (£37.50 trade). *Wyeth Laboratories, Huntercombe Lane South, Taplow, Maidenhead, Berks.*

## Vestric offers

Vestric promotions for September are: Sunsilk hairspray, SR toothpaste, Pears soap, Kotex Simplicity mini pads, Mum Rollette, Dr. White's, Wilkinsons Double Edge blades, Allurell, Schwarzkopf Batiste, Johnson's KY Jelly, Elastoplast Airstrip, fabric, fabric dressing strip and washable dressing strip, Clairol Born Blonde—colourant and lightener, Sensodyne—toothpaste and tooth brushes, Night Nurse, Libresse Comfort, Suleo shampoo, Lemsip and Disprin, Angiers junior aspirin, Vitalis, Fisherman's Friend lozenges, Clean and Clear, Imperial Leather soap, Elseve after shampoo conditioning rinses, Crest toothpaste, Paddi Pads, Babettes pads and pants. *Vestric Ltd, Chapel Street, Runcorn, Cheshire WA7 5AP.*



Our range of prescription products are just hours away from your pharmacy, when you use the Barclays service. Your telephone order will be dealt with quickly by experienced staff. Why not ring your next order to Barclays—it will make all the difference.

**Barclays**  
the national company  
with the local service





**Isn't this a dainty dish to set before  
two million mums on national TV?**

Farley's Rusks are back on national TV with a stunning  
new advertising campaign starting September 11th.  
They'll be taking big spaces in the young mums'  
magazines too. Trust the brand leader to  
hand you extra sales on a plate.





# Success is going to our head.

New Matey Shampoo builds on the runaway success of Matey Bubble Bath.

We'll be supporting the Matey brand with national advertising and promotions.

So stock and display new Matey Shampoo specially formulated to be kind to kids' eyes.



Fun for kids  
and kind to eyes.





# COUNTERPOINTS

## Beecham back Ribena with advertising

A comprehensive television advertising campaign for Ribena features a new campaign and involves expenditure on air-time between September and March exceeding £½ million. This marks the beginning of a co-ordinated trade package of major promotional, display and merchandising activities for the product.

Reporting upon their increased support for Ribena, Beecham Foods marketing group manager, Mike Fensome says: "The outstanding level of support we are now putting behind the brand shows our continuing faith in Ribena—even with poor crops over recent years and resultant price increases, the public continue to see Ribena as a product of unquestioned quality and, with its high blackcurrant concentration, excellent value for money."

The new advertising campaign opens on August 28 with a particularly heavy burst for the first four weeks. The campaign features a "protective" scarecrow who explains his role in helping to produce the high quality blackcurrants which make Ribena so good.

## New Skin Dew

Twenty-one years after the introduction of the Skin Dew range from Helena Rubinstein the company is "modernising, improving and strengthening the range". The concentration of the milk protein complex has been doubled and the fragrance has been changed to

Pictured below is the latest point of sale material from Alka Seltzer to hold the new health record card. This card is a free offer to mothers of young children and enables her to keep a handy record of her child's illnesses and immunisations



"A substantial proportion of our programme for Ribena is targeted towards the trade," continues Mike Fensome, "for it is here that more effort needs to be made to capitalise on Ribena's brand strength and consumer franchise. Research proves that when displayed and merchandised, consumers choose Ribena in preference to competing brands. Consequently over the next few months the trade will notice a high level of activity all geared to making Ribena an even more attractive purchase for both themselves and the consumer, by controlling the on-shelf price."

The other member of the Ribena family, Baby Ribena will also receive its share of promotional support during coming months. A colour Press programme is already underway for the brand, specifically targeted at pregnant women and mothers of young babies. This campaign, together with selected trade support activities, is to continue through until next spring. *Beecham Foods, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.*

incorporate essence of rose, jasmine and muguet, touched with citrus and wood. The new Skin Dew collection comprises a moisturising cleanser (£3.25) and a moisturising cleanser concentrate (£2.60), herbal lotion (£3.50), moisturising freshener (£3.50), moisturising emulsion (£3.00 and £4.95), daycream natural and sportive (£2.95), moisturising night cream (£3.25 and £5.35) and moisturising eye cream (£2.60). *Helena Rubinstein Ltd, Central Avenue, East Molesey, Surrey KT8 0RB.*

## New size Jectadine

Jectadine, the veterinary injection of vitamins A, D<sub>3</sub> and E, is now available as a 100ml vial (£3.20 trade) instead of the 50ml vial. *Beecham Animal Health, Beecham House, Brentford, Middlesex.*

## Holly Hobbie toiletries

The C&D Christmas Gifts feature (July 1, p22) featured two Holly Hobbie toiletry products. This range is now available from Aronde Laboratories Ltd and comprises a bubble bath, hand lotion and shampoo (£0.69 each). The Holly Hobbie fervour has spread from America and is now said to be taking this country by storm with Holly Hobbie products such as tableware, tea cloths, toys, transfers, books, jewellery and slippers proliferating. *Aronde Laboratories Ltd, Sherbourne Avenue, Binstead, Ryde, Isle of Wight.*

## Unichem's early autumn bargain buys

Unichem are offering a range of nearly 40 products at specially discounted prices during the period September 1-27. The full range of products is as follows: Allurell hairspray; Ayds 2 Week coffee, mint, vanilla, 4 Week coffee, mint, vanilla; Born Blonde colourants, baby blush, beautiful beige, winsome wheat, precious platinum, blissfully blonde, intoxicating ivory; Born Blonde lightener; Brut 33 hair control and Brut 33 talc; Camay; Clean & Clear; Cream silk, brittle, flyaway, greasy, overheated; Crest; Cuticura hand cream; Cussons Imperial Leather talc; Denclen; Dextrosol (singles) natural, orange, lemon, lime, raspberry; Duracell batteries pre-pack-contents: 35 cards of 4MN 1500, 24 cards of 1MN 1604, 9 cards of 4MN 2400 and a consumer offer of free calculator stand for 2 proofs of purchase; Efferdent; Elastoplast Airstrip medium, family, finger; Elastoplast stretch fabric medium, family; Head & Shoulders lotion; KY Jelly; Kotex Simplicity mini pads; Listerine; Matey; Milupa infant foods; Night Nurse; Nivea lotion and Nivea cream; Philips flashbulbs magi-cubes; Poligrip; Potters catarrh pastilles; Radian B; Revlon ZP11 shampoo medicated; Revlon Flex conditioner and shampoo; Unichem pastilles; Valderma cream and Valderma soap and Bemax.

The company's early autumn offer to shareholding members is based on seven nationally-advertised over-the-counter products, each one offered at a substantial discount during the period September 1 to 27. The products are: Disprin and Disprin junior; Head & Shoulders lotion; Kotex Sylphs; Lemsip; Radox salts and SR toothpaste. *Unichem Ltd, Crown House, Morden, Surrey.*

## ON TV NEXT WEEK

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island.

**Alka Seltzer:** All except Ln, M

**Anadin:** All except U, E

**Andrex:** All except Ln, U, E

**Clearasil lotion:** Lc, So

**Crest:** All except B, E

**Dentu-creme:** All areas

**Dettol cream:** All except E

**Head & Shoulders:** All except WW, B, E

**Lemon Eno:** Lc

**Oil of Ulay:** All except E, CI

**Radox herbal:** All except Lc, WW, U, E

**Recital:** Ln, Sc, WW, We, M, NE

**Rennie:** All except Ln, U, E

**Ribena:** All areas

**Sweetex:** All areas

**Topex:** All areas



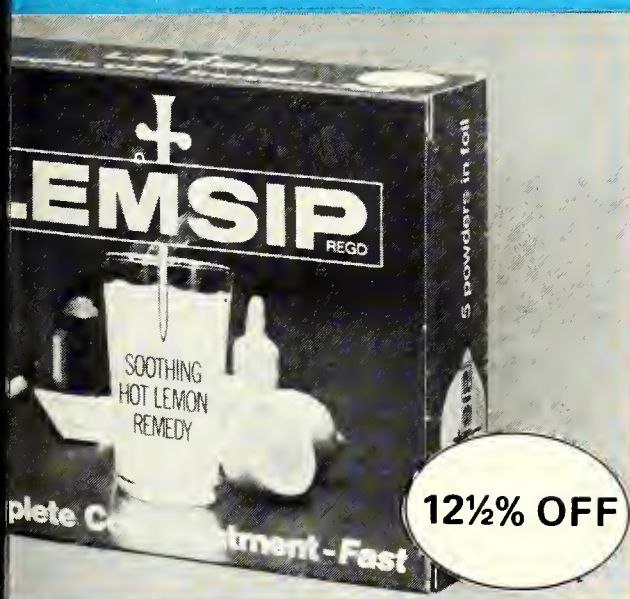
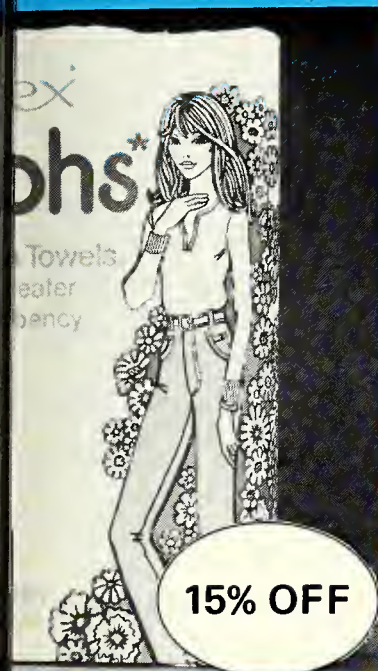
# MORE HARD-HITTING BARO



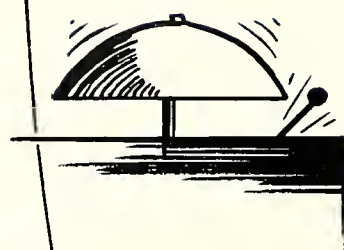
**OFFERS  
AVAILABLE-  
SEPTEMBER  
1st - 27th '78**



# AINS for UniChem Members



**Plus**  
A FURTHER 6% to  
10% DISCOUNT  
In the form of  
profit sharing-rebate



**UniChem**



# The No.1 hair care range





# and its only real competition.



Sunsilk is by far the No.1 hair care range—and has been since 1971.\* So if we want to compete with anyone, it has to be with ourselves. And we do.

That's why the public buy more than a million packs of Sunsilk every week. Just look at the facts.

1. Sunsilk Hairspray, clear No.1 for the past seven years.\*
2. Sunsilk Shampoo, No.1 again of the beauty shampoos in 1977.\*
3. Sunsilk Setting Lotion, No.1 in its market ever since its launch in 1973.\*
4. Sunsilk Deep Action Conditioner, on its way to join the others with a staggering 250% increase in the last 6 months.

What's more, we're spending a massive £1.4 million this year to advertise the range. It makes sense.

After all, we've got the toughest competition around. Ourselves.

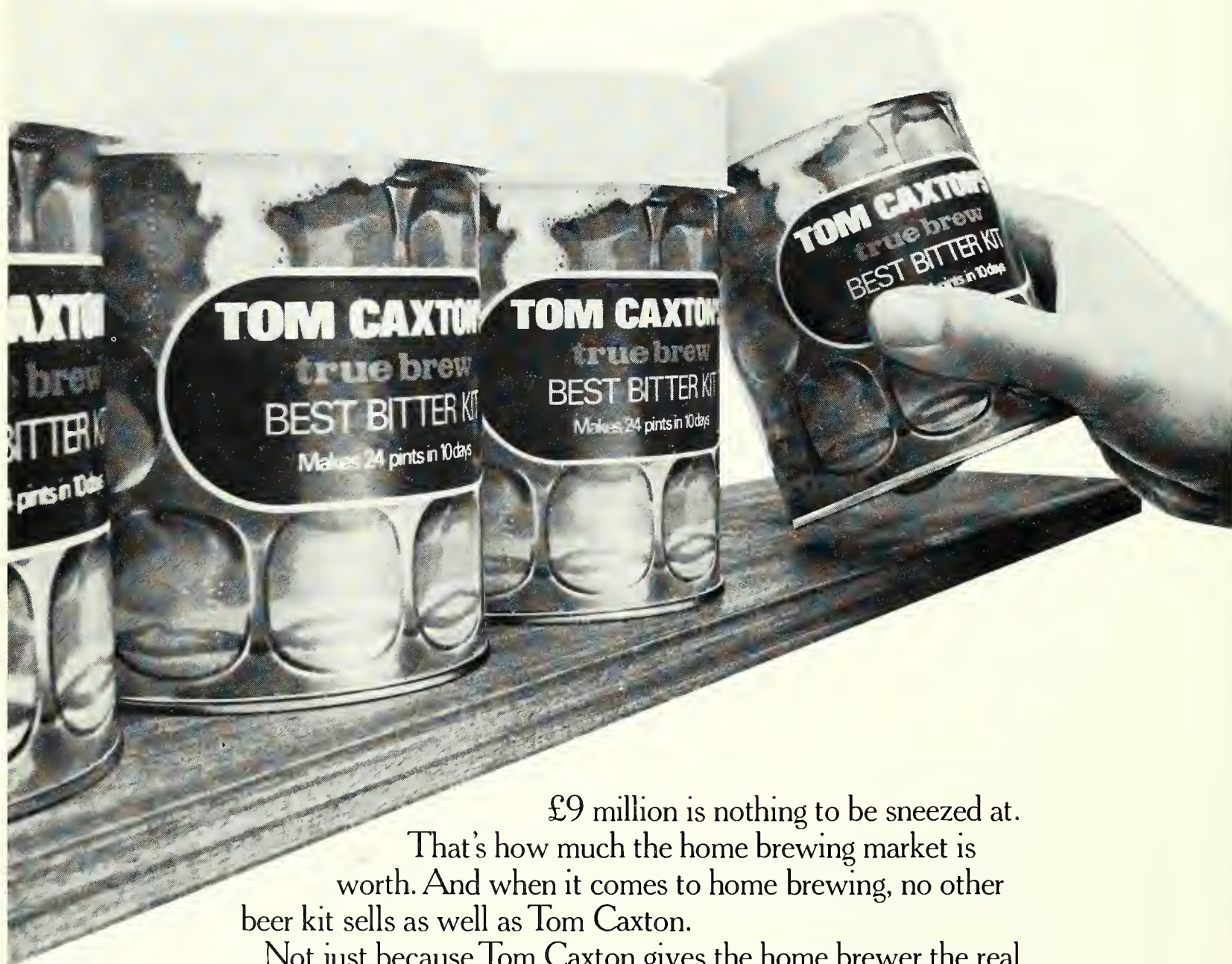
\*(Source: A.G.B.T.C.P.I.)

# Sunsilk

Elida Gibbs  The brands that mean business.



# To be taken regularly.



£9 million is nothing to be sneezed at. That's how much the home brewing market is worth. And when it comes to home brewing, no other beer kit sells as well as Tom Caxton.

Not just because Tom Caxton gives the home brewer the real taste of traditional ale. But also because we're the largest national beer kit advertiser.

This year we're spending over £350,000 on advertising support — more than we've ever spent before. There's never been a better time to introduce us to your customers.

These are the symptoms. The diagnosis is simple. For healthy profits, take Tom Caxton regularly.

**There's no place like home  
for brewing a good pint.**





# home brews

## Potential for chemists in a growing market

There is a deal of controversy at the moment surrounding the home brew and home wine business, because of its cut-price distribution through multiples. One thing which is irrefutable is that here is a market which is growing almost monthly and it is a market from which the independent retailer can profit.

The growth of the market has probably been particularly noticeable in the inner urban areas where people who have discovered the joys of drinking wine and who want to continue doing so are severely affected by the chancellor's dicta. People in country areas have been making wine for many years, using as their base anything from elderberries to, it is alleged, corn flakes, but the fruits of the earth are not so readily available in the depths of Hammersmith or Selly Oak. And this is where the grape juice concentrates come into their own. Being so easy to use, it is rumoured that many "country" wine makers are now changing to this form of production. The market for beer is expanding as well as many newlyweds on a tight budget are finding domestic bliss in the home production of their own brew.

Whichever method is preferred customers will need regularly to buy certain equipment and accessories. Once they learn that they can find this material at their local chemist they will undoubtedly return frequently.

### Small beginnings

It has been said that Mr Engelhard, founder of Continental Wine Experts, started the home wine market in this country by introducing the grape concentrate method. Today the company is run by Mr P. Engelhard junior who gently reminds those independent retailers who moan about the home wine and brew ingredients being sold through Boots and other multiples that the market was started in this country through mail order and that when this method had to be abandoned because of rising postal costs it was Boots who



took the initiative and made these products nationally available almost overnight. It was coincidental that Boots had decided to remove their "farm and garden" shelves at about the same time but it is doubtful whether the present rate of growth in this market would have been so marked if it had not been for this company's decision.

CWE recognise that there could be a stocking problem—they alone have at least 65 different types of concentrate—and are the first to admit that storage and display could present problems for the smaller independent. It is undeniable that the most effective display for this kind of product is simply rows of cans which the customer can admire and take. Once again Boots are congratulated on doing this most effectively and Mr Engelhard believes that if Boots have decided that it pays them to devote so much of their shelf space to these products then it would probably behave the independent to do the same proportionately.

As far as storage goes Mr Engelhard believes that the root of the problem can be traced to the wholesaler. The old cry that if it can be proved that there is a demand for a certain type of product then the wholesaler will supply it, is a perfect example of the chicken and egg conundrum—how can the retailer show

the wholesaler that there is a demand if he has no product with which to prove it? The problem with wholesalers, he believes, has arisen because whereas manufacturers used to supply through wholesalers, they are now selling direct to retailers. He would like to see a return to the old wholesaler/retailer structure and feels that the present situation is wasteful. Independents, he urges, should be encouraging their wholesalers to enable them to stock these products. However, if they find themselves up against a blank wall Mr Engelhard suggests that retailers might use the same distributors as the home brew and wine specialist shops.

### One in eight

CWE believe the wine side alone is worth at least £7m. Last year National Opinion Polls carried out research for them which indicated that whereas six years ago only one household in 13 made its own wine, last year the figure was one in eight. The economic reasons for home wine making become every year more compelling, added to which those people who begin for economic reasons invariably become engrossed in it as a fascinating hobby.

Grape concentrates make home wine making easy because, apart from the juice of the grape, they also contain the other ingredients which in ordinary old fashioned wine making have to be skilfully measured. The concentrates from CWE require only the addition of water.

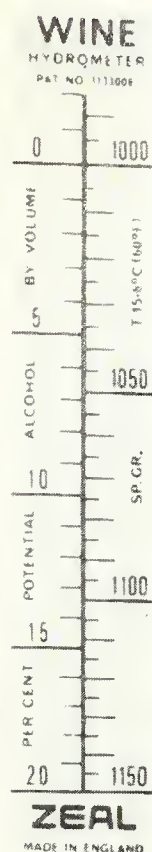
Home wine makers, and indeed "country" wine makers, will also require fermentation vessels, airlocks, syphoning tubes, funnels, corks—bored and otherwise—and bottles. Not to mention optional extras of filter kits, hydrometers, thermometers, corking guns, cleaning brushes and sterilising equipment. A number of sales indeed.

A fairly recent addition to the market is the 14 day wonder—wine which can

*Continued on p333*



# Hydrometers



made for the  
makers of good  
Wine (and Beer)

by  
**ZEAL**

of  
LONDON

- ★ Bold, clear black scale on white polystyrene.
- ★ Polystyrene body (red for wine, blue for beer) of robust construction.
- ★ Essential, both for the beginner and the expert, to obtain the best wines and beers.
- ★ Full instructions for use with each hydrometer.



*Obtainable through your  
usual stockist.*



**BEER AND WINE  
CONCENTRATES**



## Profit from CW Expertise!

CWE is one of Europe's leading manufacturers of home wine making ingredients. Our knowledge of wine making is as extensive as our product list – which has everything you need for a profitable wine making department. In the booming home wine market it pays to stock CWE – the name your customers know and trust.



Trade Sales Department  
**Continental Wine Experts Limited**  
The Winery Cawston  
Norwich NR10 4BQ

*CWE – simply the best in home wine*



# home brews

## Growth potential

*Continued from p331*

be made in only 14 days. CWE's product is called Cellar 14. It is packed in 1 kilo cans and is claimed to be the first "quickie" wine which relies on the concentrated grape juice to provide all the sugar required for fermentation. Mr Engelhard is certain that the introduction of Cellar 14 will lead to further expansion in the number of amateur wine makers in Britain. "For many would-be wine makers time is a problem", he explains, "While the home brewer can drink excellent beer in a fortnight, to produce wine of a similar quality has hitherto required several months. This has discouraged many from making wine or resulted in unpleasant memories of drinking wines which were too young!" He also believes that people who try Cellar 14 will be so pleased with the results that they will then move on to develop their winemaking activities.

Senior wine chemist, Richard Danby, who was responsible for the development of Cellar 14, explains, "Fast fermentation is not a new discovery, the only minor problem is to judge how fast to ferment out a wine at a given temperature. It is possible, for example, to ferment out a grape juice in less than 24 hours but we considered six days a suitable period of time to avoid 'forcing' the wine to make".

### Common problems

Mr Danby went on to comment on six of the most commonly encountered problems in home wine making. "Often," he says, "there are several possible reasons for each particular problem. Checking back over the recipe and method used will usually reveal the most likely explanation."

If the winemaker observes that there are no bubbles coming through the airlock and the hydrometer shows a constant high reading over two or three days, then fermentation has not started. Often the simplest reason is that the yeast has been left out, sometimes the yeast is inactive due to having been in stock for too long or sterilising solution has been left in the jar when the must is added. In the latter case Mr Danby suggests simmering the must for 20 minutes to expel the sulphur dioxide—taking care not to inhale the fumes—then cooling to 25°C (77°F) and adding more yeast. Or perhaps the must was too warm when added to the yeast in which case the temperature should be adjusted as before and more yeast added. Finally, the trouble might be that the airlock is not tightly sealed into the neck of the jar, so he advises checking the hydrometer reading before assuming

that fermentation has not started.

If fermentation begins normally but stops while the wine is still sweet, it might be because the temperature is too low or fluctuating, in which case the cure will be to move it to a warmer place—such as an airing cupboard; or because too much sugar has been added (no more than 3lbs per gallon should be used) in which case suggest blending with dry wine (and using a better recipe in the future!); or that the sugar has been added too late after primary fermentation finished. Shaking the must, aeration or addition of an active yeast starter will often cure a stuck fermentation but whereas the addition of nutrient or vitamins is often recommended, Mr Danby feels that it seldom does any good.

If the wine won't clear it could be because the wine is still fermenting, in which case it should be moved back to a warm place to finish before trying to clear it; or the wine might need fining. All newly fermented wines contain protein which is best removed by fining



—cool the wine to approximately 15°C (59°F) then add bentonite or isinglass finings.

As Mr Danby points out, "popping noises in the cellar" probably indicate that the corks are blowing out of the bottles. This will happen when the wine contains unfermented sugar and was not completely stable when bottled. It can be cured by emptying the bottles into a fermenting jar which should be returned to a warm place for fermentation to be completed. Bottles being stored in too warm a place will also cause this to occur.

An infection in the wine is indicated by mould growth and a vinegary smell and taste. This could be caused either by a delayed start to fermentation which allowed the entry of airborne moulds and/or bacteria. If the wine is not too bad it could be rescued by blending but if it is badly infected it is probably beyond help. If a low alcohol wine has

been exposed to the air allowing entry of airborne bacteria it could be helped by the addition of two Campden tablets per gallon and excluding the air to prevent further spoilage. The wine may be fit for blending or for use in cooking. To avoid infecting future brews it is advisable to sterilise all equipment and thoroughly clean the winemaking area before making any more wine.

Finally if the wine tastes "oxidised"—like an open bottle which has been kept too long—then blend with an equal quantity of fermenting wine and ferment out. Or it might taste yeasty, which is usually due to the wine being kept on yeast sediment in a warm place long after fermentation has finished. The solution again is either to blend it or to use it as a cooking wine. Mr Danby does point out that most winemakers would not run into these problems and, when using a manufactured product, the instructions should always be followed. CWE will always try to help any user of their products who is in difficulty but stress that a sample of the wine must be kept, however hopeless it may appear, so that it may be analysed.

### Personal attention

Southern Vineyards are another firm supplying grape juice concentrates. Mr Instone tells *C&D*: "It is now twenty years since I started Southern Vineyards and over this period we have introduced between 5,000 and 10,000 new customers annually through advertising, exhibitions and recommendations. As a company policy we favour the small business man as it has been found over the years that our customers like to ask questions and get personal attention . . . In recent years we have done noticeably more business with chemists who now account for about 25 per cent of our retail outlets . . . On average we bring out two or three new products per year in an endeavour to help our retailers capture a bigger slice of the market potential . . . I feel that our products have a great potential for the chemist. The profit is good and although it takes time to build up a clientele the repeat business is good . . . In these difficult times we are in a high growth business and this will remain so while taxation and inflation hit the middle classes."

The latest report from another company in this field, Southampton Homebrews, is that after a somewhat quiet spring, business seems to be picking up well. Their July newsletter refers to the fact that many retailers were hit by the "Wonder of Woolies and their disgustingly low prices", which, says the author, seems to have sparked off a chain reaction in the high street. "This causes us considerable concern", he con-

*Continued on p335*



# EDME SUPERBREW

PALE ALE • LAGER • BITTER • STOUT • BARLEY WINE

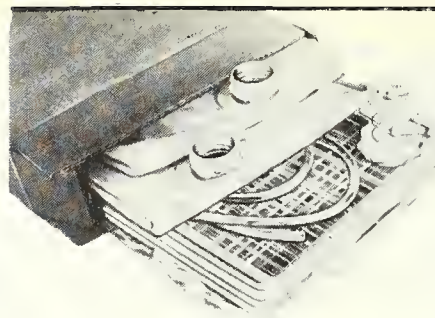
The complete home brewing kit.  
No need to add sugar.

These 4 lb. kits contain ALL that you need to make first class beer. Edme have even incorporated the necessary amount of proper brewing sugar with malt and hops for the type of beer to be brewed and concentrated them to a complete kit. You simply open the can, dissolve the contents in water, add the yeast provided under the cap, and ferment.

Also available are the well-known Edme malt extracts and hopped concentrates for home brewing. These are: Edme D.M.S. and Superflavex (S.F.X.) unhopped malt extracts.—Edme ready hopped concentrated worts for Pale Ale, Bitter, Lager, Barley Wine and Stout. Simple instructions on the tin.

THE CHOICE OF THE FIRST CLASS BREWER

EDME LTD. Mistley, Manningtree, Essex. Tel: 0206 39 2232



## the BAG BOY brewer

the Brewery in a box

The Complete Brewery

(Packed in an easily carried box)

for simple safe and sound brewing of up to 6 gallons of Beer or Wine.

PROVISIONAL PATENT No. 17358/76

Distributed by

BAR MADE LIMITED

MISTLEY, ESSEX.

TEL: 0206 39 2232

The 'Bag Boy' brewer takes all the problems out of homebrewing, and produces sound beer or wine which can be 'on tap' for months because of the protective cover of fermentation gas. For those who wish to bottle, beer or wine may be bottled from first or second bag. Bags are washable after use and spares are also available

# chempro SDP

Quick acting cleanser/steriliser for the home winemaker and brewer. Also suitable for household use.

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**220-222 Elgar Road,**  
**Reading, Berks.**  
**Telephone: 0734 82040.**

## FANCY AN EXTRA £200 A WEEK PROFIT?..



100% annual growth since 1974! What other market beats that for potential profit?

An estimated 1 in 10 people now make wine or beer at home. So £700 a week turnover in HOMEBREW isn't difficult to achieve. That's up to £200 a week profit. Post the coupon for details

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HOMEBREWS

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Northam, SOUTHAMPTON, HANTS.  
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Name \_\_\_\_\_

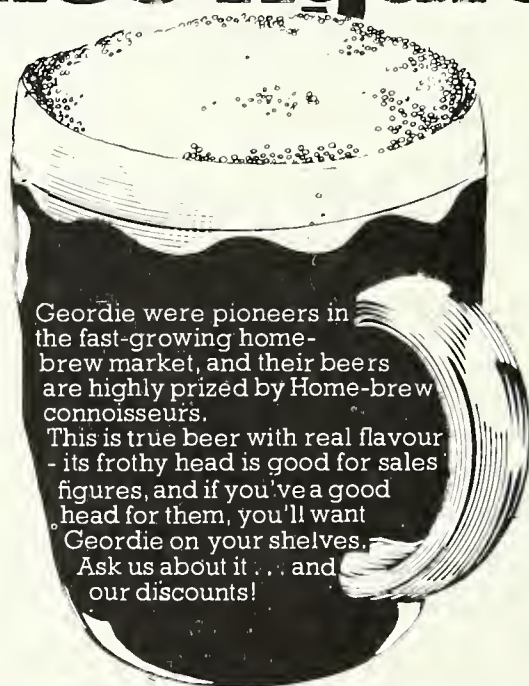
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## A good head for sales figures



Geordie were pioneers in the fast-growing home-brew market, and their beers are highly prized by Home-brew connoisseurs. This is true beer with real flavour - its frothy head is good for sales figures, and if you've a good head for them, you'll want Geordie on your shelves. Ask us about it... and our discounts!

**GEORDIE**  
HOME BREW BEERS

VIKING BREWS LIMITED, 28/29 CLIVE STREET, NORTH SHIELDS,  
TYNE & WEAR, TELEPHONE NORTH SHIELDS 73402



# home brews

## Growth potential

Continued from p333

tinues, "and we are looking at various ways in which we can help you, as your lost sales are our lost sales!" The company also produces a useful illustrated catalogue and price list because, as they say, the number and range of items, equipment and ingredients available to the home winemakers has increased substantially over the past few years—so much so that few people can be aware of just what is available.

Vinaide brewing and food products of Salford anticipate a moderate growth in the trade for the 1978 season beginning at the end of the month. They are not, they say, as optimistic as some of their competitors. Sales of the ready-to-use, canned types of wine and beer packs are buoyant and continue to rise, says Mr M. Ebbrell, and one item which has made particular progress is the "three-week" wine pack. However he believes that this concept will only enjoy a short term boom and will drop steadily in favour of the superior grape juice concentrate. Mr Ebbrell agrees that the limiting factor encountered by most independents is lack of available space: "Invariably we find that the retailers who do a worthwhile business are those who stock a comprehensive range, whereas the 'dabbler' usually winds up his home brew section in little over twelve months . . . the answer appears to be in employing someone basically for the home brew section, obviously with some knowledge of the craft."

### Importance of sterilisation

As all pharmacists will recognise, cleaning and sterilising form an important part of home brewing and wine making and Chempro SDP cleans and sterilises equipment in one operation. This product has been compared with sodium metabisulphite and also citric acid plus sodium metabisulphite solutions when tested against *Staphylococcus aureus* and *E. coli*. The independent laboratory's conclusions were that Chempro SDP proved considerably more active than the other substances against the more resistant Gram negative organisms, against which sodium metabisulphite was totally ineffective after 10 minutes contact time.

Turning to the home brew market—Roy Mantle, product manager for Tom Caxton beer kits describes the market as "alive and well, with more and more people recognising the ease, reliability and economy of making their own beers at home."

There is a clear trend, he continues, towards growing, making and repairing things at home and an increasing awareness that one can brew high quality beers for a fraction of the price of

commercial beers. Since the launch of Tom Caxton kits in 1971, the company has developed a range of three kit sizes and six flavours.

"The launch earlier this year of the Tom Caxton do-it-yourself manual for retailers highlights the brand's belief that simply manufacturing and selling home brew beer kits is not enough—a complete service must be provided, offering both retailers and consumers advice on all aspects of brewing at home. Brewers are always seeking guidance and reassurance that beer kits really are easy to use, reliable and economical, and this is where the chemist, with his superior product knowledge and more personal sales approach, has a distinct advantage over the major multiples."

Chemists, says Mr Mantle, should remember that the small outlet, particularly in the home brew trade, has many positive advantages in its favour and that home brewing developed from



the chemist and health food trade and is akin to both. The chemist should be able to offer a wider range of brewing products and accessories and, most importantly, build-up a personal relationship with customers by advising on problems that inevitably arise in home beer and wine making. This is a service for which the check-out girl in the large multiple can never be a substitute. A few words of advice from the pharmacist may save the cost of many brews.

Although less seasonal now than in its infancy in the early 70s, the beer kit market still peaks in the final quarter of the year. And this is the period when Tom Caxton will be mounting extensive support for its range of kits. Running from October to April next year, the new promotion will be called "Make your own wine for a lifetime". Consumers can buy three different grape vines to grow in their own garden and Tom Caxton will include a free book telling them how to tend the vines and

make various wines from the grapes.

Tom Caxton will also be mounting a substantial Press campaign aimed both at converting more drinkers to home brewing and at switching existing brewers to Tom Caxton kits. The schedule will concentrate on specialist and "hobby" publications, but will also include Sunday magazines and *Readers Digest*. Four advertisements will be used over the four-month campaign.

### Phenomenal potential

Glyn Northwood MPS, of Pennywise home brew from the White House Pharmacy feels that the growth potential in this market "must be phenomenal over the coming years". The reasons for this increase in sales, he says, is simply that the general public are gradually being educated to the fact that it is quite easy to produce a first class quality sparkling clear beer or wine at a fraction of the cost of their commercial counterparts.

Mr Northwood continues: "Ten years ago I asked our pharmaceutical inspector, who was on a routine visit to our pharmacy, his thoughts on our stocking and selling home brew ingredients and requisites. 'I cannot think of a better place' was his reply and how right he was. Here is an ideal diversification for pharmacists, who have long seen a great majority of their traditional commodities appearing in other outlets. The pharmacist through his training is more than qualified to answer and advise his customers on the 'ins and outs' of home brewing and winemaking. A few hours spent reading a book on home brewing and winemaking and ideally a practical attempt himself, will quickly arm the pharmacist with the knowledge of an expert. For example, once understanding the reaction of sugar plus water plus yeast=alcohol plus carbon dioxide the whole basis of winemaking and home brewing is understood."

"Position of brew section we feel is most important. The female customer whilst waiting for her prescription will browse and wander through other sections of the shop but the male customer will stay put. This is where the home brew section must be, so that the male, and often the female, customer will browse and examine the goods on display. We find that several pick-up sales are made this way by persons who have been thinking about it for sometime, yet never actually got around to buying. They may even have brought their prescription to you because you have got a home brew section and then they can kill two birds with one stone!"

The company markets the Pennywise home brew pack in five varieties—bitter, lager, mild, brown ale and stout. The pack (£1.35) of Pennywise makes 5 gallons of beer.

Continued on p336



# home brews

## Growth potential

*Continued from p335*

Sparklets International agree that home brewing is becoming immensely popular and people are looking for the equipment in chemists. They estimate that two million people in this country are now making their own beer at home. In the year to March 31, 1977, no less than 1,640 million gallons of beer were produced in the UK and more than 200 million pints of beer are now made at home each year.

The only extra ingredients required with the Sparklets "Original Bitter" and "Original Lager" kits are sugar and water. As the range of equipment has become suitable for both the first time brewer and the enthusiast, consumers increasingly expect to find it alongside the kits they can already buy in some chemists. All that is needed is a beer kit, a fermenter and a beer barrel. Such items are already available in most branches of Boots and Westons which prompts the beginner to go into chemists before trying specialist home-brew shops or supermarkets, say Sparklets, who estimate a continued annual growth in the market of 30 per cent.

Mr R. B. Pritchard of Edme Ltd says of home brewing that although the huge growth of two or three years ago has now stopped, the market still continues to increase as far as he is concerned by about 10 per cent per annum. He believes this is because beer in the pubs continues to increase in price and there is a big swing in many foods and drinks to "doing it yourself" eg jam making, fruit bottling.

### Rethink shelf space

Mr Bill Brewin, marketing director, Viking Brews Ltd, backs up his belief in this market with research commissioned recently on the profile of Britain's average home brewer. Some of the findings, he says, should have chemists rethinking their available shelf space for, contrary to belief in the trade, peak sales for home brew kits are not necessarily mid-summer and Christmas although these are obviously good selling periods. Of the sample group studied, 50 per cent brew from kits at all times of the year without fluctuation, choosing the kit whose flavour they prefer. Furthermore, of these enthusiasts, 25 per cent brew once a month or more often, and 39 per cent every six weeks to three months.

When pharmacy shelf space is limited, what kits to stock? Mr Brewin points out

that bitter comes up as by far the most popular, favoured by 58 per cent in the survey, followed by lager at 27 per cent. Other kits are much less important except as secondary brews where mild, light ale, stout and brown featured. Bitter is liked for its "strength, body and flavour", Lager because it is "refreshing".

"The findings of this survey bear out what we believe at Viking Brews," says Bill Brewin. "Low cost may be an initial factor in kit purchase for a beginner, but flavour of the brew then becomes even more important". With home brew enthusiasts growing in numbers weekly, chemists should not overlook the beginner who considers 40 pints a bit outfacing for his first brew. To cater for this market, Geordie make a first step kit, a liquid concentrate for making 16 pints of bitter or lager. But the real profit area for chemists, Bill Brewin believes, lies with the regular home brewers. Geordie offers a wide range of kit types including liquid concentrates retailing at around £1.78 to make 40 pints of bitter, lager or mild.

"Worth remembering for chemists is another fact from the survey. A good 25 per cent of first-time kit purchasers became interested after tasting a friend's home brew. All the more reason for stocking dry kits, which make a real connoisseur's beer".



## Crewe headquarters for Wellcome

The headquarters of the UK and Ireland of the Wellcome Foundation Ltd is now established at Crewe Hall, Crewe, Cheshire. Crewe Hall, part of a 36 acre complex, forms the base for the medical and consumer, veterinary and agricultural, industrial hygiene and pesticides, divisions as well as supporting technical, scientific and marketing services divisions, many of which were previously located at Berkhamsted, Herts.

All technical inquiries should be referred to Crewe Hall telephone 0270—583151. The sales administration department is also there for general inquiries but all routine inquiries relating to orders and accounts should be addressed to the Wellcome Foundation Ltd, customer inquiry section, Temple Hill, Dartford, Kent. The commercial office of Wellcome Ireland Ltd remains in Dublin and that of Wellcome Reagents Ltd at Hither Green, London. The Berkhamsted site remains the centre for the group's veterinary research and export division. The warehousing and distribution function is scheduled to be operational from Royston, Lincs, by March 1979. Orders should continue to: Order vetting section, veterinary & agricultural,

Wellcome Foundation Ltd, Temple Hill, Dartford, Kent; or if located north of a line from Liverpool to Hull to Order section, Wellcome Foundation Ltd, Lochburn Road, Kelvindale, Glasgow.

## Product licence for Alza's new system

Alza Corporation has received a product licence for the UK marketing of its transdermal therapeutic system-scopolamine for the prevention of motion sickness. An application to market the system in the United States is under review by the Food and Drug Administration. Pending that review, Alza has no immediate plans to market the product.

The transdermal scopolamine system is the first in a series of systems under development at Alza based on the controlled passage of drugs directly through intact skin and into the bloodstream. The systems are small, thin, adhesive films which are placed on the surface of the skin and deliver medication for several days. The one approved for UK marketing continuously delivers scopolamine for three days.

## A & W profits hit

Albright and Wilson Ltd's profit before tax for the first six months of 1978 was £18.8 million compared with £16.1m in the corresponding period of 1977. The 1977 figure was arrived at after deducting £0.9m arising on conversion into sterling

of overseas net current assets; no such adjustment for this factor was required for the first six months of 1978.

UK profits were adversely affected by poor demand, particularly in export markets, and by labour difficulties. However, the fertiliser business showed improvement over the unsatisfactory result of the first half of 1977 and the flavours sector produced increased profits.

Substantially higher profits were reported from Canada where the Long Harbour phosphorus plant performed well and produced better results than in the first half of 1977 when only one furnace was in operation.

## Hoechst's bad year

Hoechst pharmaceuticals division produced a slow growth in sales in 1977 but the range held its own despite government intervention, according to the annual report. Pharmaceuticals accounted for 16 per cent of group sales (DM 23.3 billion). The chairman, Professor Rolf Sommet, says 1977 was a difficult one for Hoechst. The group sales nearly reached those of 1976 (DM 23.48bn) but a sharp reduction in earnings could not be prevented, he says. Pretax profits were DM 1.09bn. (DM 1.38bn).

The first few months of 1978 have brought no improvement and increased pressures of the currency situation have made it harder to export. Professor Sammet says the company is confident that

*Continued on p339*

# Our fame is spreading

**What it is** Sensodyne Dental Floss is the latest addition to the fast-moving Sensodyne range of dental care products. It's a new concept in floss — made from ICI high-tenacity nylon, double-textured to give maximum spreading while not losing out on strength, and very lightly coated with water-soluble wax to facilitate handling without loss of cleaning efficiency or interference with fluoride application.

**Why it's good for you** Sensodyne Dental Floss is good for your business because it's premium priced (RSP 49p for 30 yards), attractively packaged and backed by the Sensodyne reputation for high-quality aids to dental care. Like all Sensodyne products, Dental Floss has excellent growth potential for the retail chemist because he is uniquely placed to endorse the dentist's recommendation.

**Special display** Sensodyne Dental Floss is packed in a display outer, or it can be displayed using an extension to the current Sensodyne Toothbrushes display stand. Your Stafford-Miller representative will demonstrate.

**Heavyweight promotion** Sensodyne Dental Floss is backed by the heaviest promotional effort ever mounted for any dental floss, with extensive press advertising to both dentists and dental hygienists, and detailing activity from our nationwide force of dental representatives.

**Special introductory offer** We're offering to invoice you for only ten of every dozen supplied during the launch period. On these terms you get over 20.4p profit per unit when you sell at RSP of 49p — a margin of 41.6%. Order now through your Stafford-Miller representative or usual wholesaler.

# Sensodyne Dental Floss

another quality product for dental health from Stafford-Miller Limited, Hatfield, Herts.



# UniChem MEANS

## SERVICE

We are totally committed to serving  
Independent Retail Pharmacists.

And we offer a very comprehensive service.

We are UniChem, Britain's largest Independent  
Pharmaceutical Wholesaler—totally owned  
by the independents we serve.

Together, we have achieved a great deal.

Together, we can achieve so much more.

**UniChem - THE MEANS  
TO AN END - YOUR SECURITY**





Continued from p337

the present difficulties can be surmounted. A report in the *Financial Times* this week suggests group first half sales in 1978 totalled DM 12.13bn 3.4 per cent up on DM 11.73bn in the same period of 1977. The upturn came in the second quarter. Pretax profits were DM 0.55bn, down 12.7 per cent from DM 0.63bn.

## Briefly

**Potter & Clarke Ltd** have changed their address to 415 Limpsfield Road, The Green, Warlingham, Surrey CR3 9YS

## Appointments

**Merrell division, Richardson-Merrell Ltd:** Roy Pound has been appointed to the new position of Merrell export manager. Cedric Hasnip has been appointed marketing services assistant and assumes responsibility for those areas previously covered by Roy Pound and Barrie Friend has been appointed merchandising assistant.

# COMING EVENTS

## Friday, September 1

**Pharmaceutical Marketing Club,** New London Centre, Parker Street, Drury Lane, London, WC2 at 1 p.m. Luncheon meeting (£6.75) with Professor B. N. Brooke (professor of surgery and consultant surgeon at St. George's and St. James Hospitals) as speaker. Further details from Ms. Jean Hicks, PM Club, Henderson Group One, 1 Roberts Mews, Lowndes Place, London SW1.

## Advance information

**Symposium on science in the service of safety,** October 31 to November 2, Assembly Rooms, Bath. Sessions on industrial safety, the use of contract research in safety evaluation and aerosols, cosmetics and pharmaceuticals. Registration by October 3 to Association of Consulting Scientists, Owles Hall, Buntingford, Herts (£54 member, £65 non-member).

**Role of Pharmaceutical Officers:** One-day meeting in London, October 26. Details from R. E. Marshall, Pharmaceutical Society of Great Britain, 1 Lambeth High Street, London SE1 7JN.

**Drug information services:** One-day meeting on present services and further requirements, in Cardiff, November 22. Details from Mr. R. E. Marshall, Pharmaceutical Society of Great Britain, 1 Lambeth High Street, London SE1 7JN.

**Labex International '79:** Laboratory, diagnostics and medical instrumentation exhibition, National Exhibition Centre, Birmingham, March 12-16. Further details Industrial and Trade Fairs Ltd, Radcliffe House, Blenheim Court, Solihull, West Midlands B91 2BG.

## Menthol active

London, August 23: There was an active demand for menthol during the week when China substantially reduced the rate for prompt shipment. In contrast natural camphor powder was dearer.

In botanicals benzoin, henbane, gentian and lemon peel were dearer. Canada balsam remained steady at the previous week's advanced level but Peru balsam continued to firm. Lower were Cape aloes, cascara, ergot, kola nuts, ipecacuanha and senega.

Among spices cinnamon bark, cloves, ginger and pepper were easier as a result of the weaker US dollar. The scarcity of turmeric has become headline news in SE Asian countries. The trade and industry ministry in Malaysia, for instance, reported that it was probing the increased prices now being asked to see if the new rates were wholly due to higher import costs of that commodity.

Trading in essential oils was slow and few price changes were recorded. Anise, bois de rose, cananga, Chinese citronella and eucalyptus were down while cedarwood and camphor white were up in price.

## Pharmaceutical chemicals

**Aspirin:** 10-ton lots £1.40 kg; 1-ton £1.48.  
**Carbon tetrachloride:** BP 5-ton lots in 290-kg drums, £253 per metric ton.  
**Chlorotorm:** BP £443 to £470 per metric ton according to drum size. In 4 x 2-litre bottles £2.72 500-ml bottle £1.10 each.  
**Ether:** Anaesthetic, BP 2-litre bottle £2.88 each; 1-ton lots in drums from £1.39 in 18-kg drums to £1.25 kg in 130-kg. Solvent, BP from £940 metric ton in 16-kg drums to £853 in 130-kg.  
**Ferric ammonium citrate:** BP £1.45 kg in 250-kg  
**Ferric citrate:** £2.75 kg in 250-kg lots.  
**Ferrous carbonate:** BPC 1959 saccharated £1.50 kg (50-kg lots).  
**Ferrous fumarate:** BP £1.75 kg in 50-kg lots  
**Ferrous gluconate:** £2,060 per metric ton.  
**Ferrous succinate:** BP £4.50 kg (50-kg lots).  
**Ferrous sulphate:** BP/EP small crystals £500 metric ton; dried £500 metric ton.  
**Methyl salicylate:** 5-ton lots £1.26 kg; 1-ton £1.30.  
**Salicylic acid:** 5-ton lot £1.14 kg; 1 ton £1.16.  
**Sodium acetate:** BP crystals £0.81 kg in 50-kg  
**Sodium acid phosphate:** BP crystals £1.23 kg for 50-kg lots.  
**Sodium benzoate:** £0.5623 kg in 500 kg lots.

**Sodium bicarbonate:** BP £98.04 metric ton minimum, 10-ton lots delivered UK.  
**Sodium carbonate:** Anhydrous £350 per metric ton.  
**Sodium chloride:** Vacuum-dried in 10-ton lots £26.59 metric ton delivered London.  
**Sodium citrate:** Granular £739 metric ton; powder £754.  
**Sodium fluoride:** in 50-kg lots £1.73 kg.  
**Sodium gluconate:** £720 technical (1,000 kg).  
**Sodium hydroxide:** Pellets BP 1973 in 50-kg lots £0.75 kg; sticks £3.731 kg.  
**Sodium nitrite:** BPC 1973 £1.02 as to maker for 50-kg lots.  
**Sodium nitrate:** Recrystallised £0.75 kg for 50-kg lots.  
**Sodium perborate:** (per 1,000 kg) monohydrate £479 tetrahydrate £283.  
**Sodium percarbonate:** £375.50 per metric ton.  
**Sodium sulphate:** Fine crystals BP £80 per metric ton, pea crystals £99.90, commercial £34.60.  
**Sodium sulphite:** Crystals £0.424 kg (500 kg minimum).  
**Sodium thiosulphate:** photo grade £163.10 per metric ton; £152.30 ton in 4-ton lots.

## Crude drugs

**Aloes:** Cape £980 ton spot, £930, cif. Curacao £2.250 cif.  
**Balsams:** (kg) **Canada** £13.20 spot; £13.10 cif. **Copaiba:** £2.50 spot, no cif. **Peru:** £8.20 spot £8.15, cif. **Tolu:** £5.40 spot.  
**Benzoin:** £162 spot; £161, cwt cif.  
**Camphor:** Natural powder £5.40 kg spot; £5.30, cif. Synthetic £0.95 spot £0.80 cif.  
**Cascara:** £980 metric ton spot, £940 cif.  
**Cinnamon:** Seychelles bark £470 metric ton spot; £375, cif. Ceylon quills 4 o's £0.74 lb; featherings £3.05 metric ton, cif.  
**Cloves:** Madagascar-Zanzibar £4,300 metric ton, spot, £3,900 cif.  
**Ergot:** Portuguese-Spanish £1.25 spot; £1.20, cif.  
**Gentian:** Root £1,600 metric ton spot, £1,580 cif.  
**Ginger:** Cochín £1,000 metric ton, spot, £910, cif.  
**Henbane:** Niger £1,620 metric ton spot; £1,600 cif.  
**Hydrastis:** spot £10.80 kg; forward £10.80, cif.  
**Ipecacuanha:** (kg) Costa Rica £8.75 spot; £8.60, cif.  
**Kola nuts:** £610 metric ton spot, £550, cif.  
**Lemon peel:** Unextracted, £1,220 metric ton spot, shipment £1,200, cif.  
**Menthol:** (kg) Brazilian £9 spot; £8.75, cif. Chinese £7.75 duty paid; £7, cif.  
**Nutmeg:** (per metric ton) Grenada 80's unquoted, unassorted £1,425 defectives £1,120.  
**Pepper:** (metric ton) Sarawak black £910 spot, £1,650 cif; white £1,650 spot, £2,625 cif.  
**Seeds:** (metric ton). Anise China star £760, cif; forward. **Celery:** Indian £470, cif. **Coriander:** Moroccan £210. **Cumin:** Turkish £850. Iranian £950. **Dill:** Chinese nominal. **Fennel:** Chinese £240. **Fenugreek:** Moroccan £235. **Mustard:** English £250-£350 spot.  
**Senega:** Canadian £12 kg spot, £11.80, cif.  
**Turmeric:** (metric ton) Indian powder £975 metric ton, cif.  
**Witchhazel leaves:** £3 kg spot, £2.80, cif.

## Essential oils

**Anise:** (kg) Spot £14.85; shipment £14.45, cif.  
**Bois de rose:** Spot £6.50 kg; shipment £6.25, cif.  
**Camphor white:** £0.95 kg spot, £0.84, cif.  
**Cananga:** Java £17.50 kg spot £17, cif.  
**Cedarwood:** Chinese £1.45 kg spot, £1.40, cif.  
**Celery:** English distilled £40 kg  
**Citronella:** Ceylon £1.45 kg spot, £1.41, cif Chinese £2.30 spot, £2.15, cif.  
**Eucalyptus:** Chinese £1.87 kg spot, £1.73, cif.  
**Fennel:** Spanish sweet £10 kg spot.  
**Geranium:** (cif) Bourbon £45.00 kg, Chinese £47 not quoting.  
**Ginger:** Chinese nominal. Other sources up to £75 kg spot, English-distilled £105.  
**Nutmeg:** East Indian £10.50 kg spot; £10.25, cif.  
**Peppermint:** (kg) Arvensis—Brazilian £5.30, spot, £5 cif. Chinese £4.15 spot and cif. Piperata American Far West about £15.60 cif.  
**Sandalwood:** Mysore £80 kg spot. East Indian £73.  
**Sassafras:** Brazilian £2.05 kg spot, £1.87, cif.

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Copy date 12 noon Tuesday prior to publication date.

Advertisements should be prepaid.

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the Preparation thereof. Owner  
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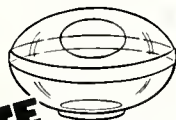
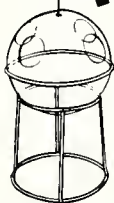
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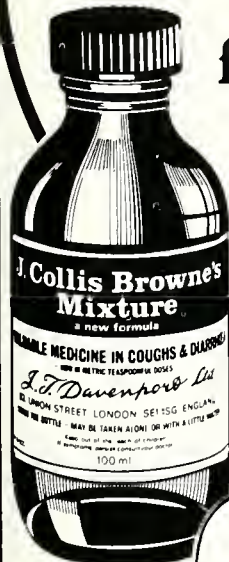
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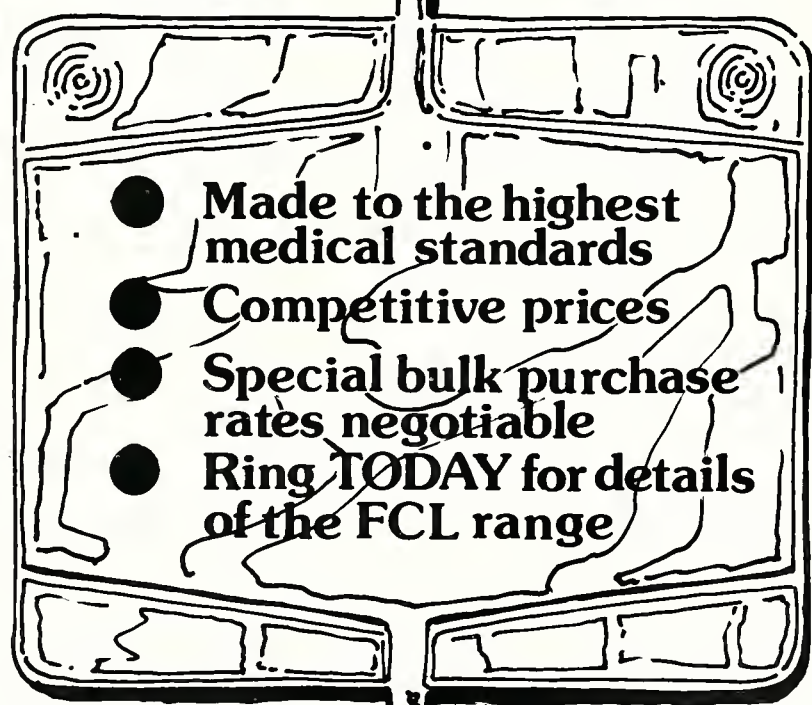
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